

Principal Examiner Feedback

November 2009

IGCSE

IGCSE Business Studies (4330) Paper 1F

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Examiners' Report Business Studies IGCSE 4330 Paper 1F

The overall performance of candidates in this examination was generally satisfactory. Some candidates showed a very good content knowledge, with answers containing analysis and evaluation. Many Foundation and Higher Tier candidates were able to write answers in context, which often benefited them in terms of gaining marks.

Candidates again coped well with space on the question paper/answer book. There were some instances where candidates used space in addition to the answer lines, in order to complete their answers. Centres are therefore again encouraged to work with their candidates to ensure that (most) answers are limited to these answer lines, the number of lines being a good indicator of the expected length of answer. Centres should also continue encouraging candidates to indicate (eg 'continued on attached sheet') where an answer is continued elsewhere.

The standard of written communication was satisfactory. Even so, centres are still encouraged to keep working with candidates to ensure incorrect phrases or figures are clearly deleted, with the replacement information or figure being positioned close by.

The Mark Scheme again contains information relevant to centres (past reports have confirmed that the answers given in the Mark Scheme are **not** meant to be exhaustive)

- Each question indicates the level(s) at which it is based:
 - AO 1 Demonstrate - this Assessment Objective tests the ability to demonstrate their knowledge and understanding of the business term, idea or concept featured in the question. Command words such as 'Define', 'Describe', 'Name', 'List' and 'State' confirm this level.
 - AO2 Apply - this Assessment Objective tests the ability to relate answers to the context.
 - AO3 Analyse - this Assessment Objective requires selecting, interpreting or analysing an issue presented by the question. Command words such as 'Analyse', 'Compare' and 'Select' confirm the question is at this level.
 - AO4 Evaluate - this tests the ability to formulate some judgements. Command words such as 'Evaluate', 'Explain why', 'Judge' and 'Justify' confirm this level.

- The possible answers are structured using dashes and obliques ('slashes'). It is the practice in this examination to use a dash in order to separate points that are worth **additional** marks, and an oblique to indicate an **alternative** way of making the same point.

Question 1

Part (a) was not well answered, with items (iii) and (iv) proving the easiest for candidates. Part (b) (i) was quite well answered with many candidates showing clear understanding of both capital and bank loans. Part (ii) was well answered, with overdrafts and income from selling being popular selections.

In (c), many candidates argued that the loan would be for the exact amount whereas savings might be insufficient, which was accepted. but relatively few argued that the loan was someone else's money rather than Tracey's.

In (d), some candidates struggled to develop their advantage or disadvantage, and instead gave two or three short points for and against. Centres are encouraged to continue working with their candidates to ensure that the question wording - in this case, 'one' - is followed.

Question 2

Many candidates found this the most difficult of the three Foundation questions. Part (a) was quite well answered, with some candidates able to describe why it is important for a business to have objectives, and most ticking the two correct boxes in (ii). Part (b) (i) proved easy for many, although some were then not able to quote clearly from the context when answering (ii); for example, 'manufacturing' on its own is insufficient because it could still be a labour-intensive activity.

Candidates struggled with part (c), often failing to relate their points about specialist skills to the context of making a specialist racing bike for professionals. Part (d) was also badly answered with few candidates recognising that, in this context, sex discrimination legislation will apply. Part (e) also caused difficulty, with many candidates ignoring the external/internal recruitment issue and instead concentrating on general recruitment issues.

Question 3

It was sometimes well answered, with the number of marks varying greatly, depending on candidates' knowledge of production issues. In (a) (i) and (ii), some were able to give a clear meaning for lean production and productivity, although there was substantial guessing in the former case and a confusion with production in the latter. Part (iii) answers often concentrated incorrectly on how to increase production rather than productivity. Those who knew the nature of productivity usually gained both marks in (b) for how it is calculated.

Part (c) was generally well answered, with many candidates having a detailed understanding of the internet in a marketing context. Good knowledge of marketing continued in (d), with candidates usually selecting appropriate examples. Answers to (e) were not as well developed, being theoretical rather than applied to the context

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